

APCO launches national campaign to make checking the recycling label a consumer habit

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Campaign urges Australians to ‘check it before you chuck it’.

A new national campaign launched today by the Australian Packaging Covenant Organisation (APCO), the not-for-profit packaging recycling body, seeks to convert high recognition of the Australasian Recycling Label (ARL) into better everyday recycling habits.



Launching this week ahead of National Recycling Week (9-15 November), the campaign draws on findings from a 2026 study showing that while almost eight in ten Australians recognise the ARL, fewer than half check it before disposing of packaging. The APCO campaign - It's not that hard - uses cheeky visual humour to deliver a simple reminder: check it before you chuck it.

With household sorting of rubbish usually done on autopilot, the campaign seeks to change behaviour by urging consumers to take a quick glance at the ARL instructions before putting packaging in the bin.

The advertisements also tap into other 2026 research on recycling habits that found most Australians say recycling correctly is easy, by reinforcing the message to consumers that it's a simple step to elevate intention into action.

The ARL now appears on more than 500,000 products across Australia and New Zealand, reflecting years of investment by brands in helping their customers recycle correctly. It provides clear, evidence-based instructions for each packaging component, including any steps needed before disposal.

APCO CEO Chris Foley said the campaign would build on that investment by encouraging more Australians to use the information already in their hands

“Businesses have invested millions of dollars in putting clear recycling information on their packaging, and the evidence shows most Australians recognise the recycling label. That’s a strong foundation - the next step is getting people to check the label each time they’re at the bin,” Mr Foley said.

“We all get busy and default to autopilot for mundane household tasks. Our campaign uses humour to remind people that the information is already there, and taking a quick look before throwing something in the bin can make a big difference to recycling outcomes.

“The box, the lid and the wrapper might need to go in different places. Following the instructions helps keep the wrong items out of the recycling process and gives the materials we can recover a better chance of being used again.

“It’s a small action, but across millions of households it can make a difference. Check it before you chuck it - it’s not that hard.”

The national campaign will roll out across TV, streaming and social media, supported by selected outdoor advertising placements. A festive-themed follow-up is in production to reinforce the message over the holiday period.

The **Australian Packaging Covenant Organisation** (APCO) manages and administers the national regulatory framework for minimising the environmental impact of packaging, the Australian Packaging Covenant. The Covenant defines the collective responsibility of governments and businesses across Australia, with APCO bringing together businesses along the packaging supply chain with Commonwealth, state and territory governments, as endorsed by environment ministers.

APCO is driven by a vision for an Australia where all packaging stays in the economy and out of the environment through a trusted, efficient national stewardship system.